## **ORDER**

Orders	Order / Rev:	108190	<u> </u>	
	Alt Order #:	06867157	<u>_</u>	TIP V
	Product Desc:	Horsford/DCCC	_	HD
	Estimate:	2209		KSNV
	Flight Dates:	10/24/12 - 10/24/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/23/12 / 10/24/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	DCCC/ Horsford	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

**Totals** 

Month

Totals

October 2012

# Spots

16

16

Gross Amount

\$13,525.00

\$13,525.00

Net Amount

\$11,496.25

\$11,496.25

Rating

0.00

0.00

## **Account Executives**

End Date

10/24/12

Bill Plan

Start Date

10/01/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

\$13,525.00

Net Amount

\$11,496.25

# Spots Gross Amount

16

Order Share	Share	Total
KSNV	27%	\$13,525.00
Market	100%	\$50 092 59

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$13,024.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$12,523.15
KTUD	1%	\$500.93
KVVU	17%	\$8,515.74
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$2,003.70

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	10/24/12	10/24/12	M-F 5-6a WakeU	pw/WaGM	5-6a	W	:30	1	\$450.001	0.00 NM	1	\$450.00
					M-F 5-6a WakeU	p w/Wagners								
	,	WAKE U	IP WITH T	HE WAGN	NERS									
		Star	t Date E	End Date	Weekdays	Spots/Week	Rate	Rating						
_	W	eek: 10/2	22/12	10/28/12	W	1	\$450.00	0.00						

Print Date: 10/25/12 07:37:32 Page 2 of 3

**KSNV** 

Order / Rev: 108190

Advertiser: DCCC/ Horsford

Alt Order #: 06867157

Horsford/DCCC Product Desc:

Flight Dates: 10/24/12 - 10/24/12 2209

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/24/1	2 10/24/12	M-F 5-6a WakeU		5-6a	<b>W</b>	:30	1	\$450.001	0.00 NM	1	\$450.00
WAKE I	ID WITH	THE WAGN	M-F 5-6a WakeU	lp w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	W	1	\$450.00	0.00						
E 2 KSNV	10/24/1	2 10/24/12	M-F 6-7a WakeU	p w/WaGM	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
MAKE I	ID WITH		M-F 6-7a WakeU	lp w/Wagners								
	rt Date	I THE WAGN End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	W	1	\$700.00	0.00						
E 3 KSNV	10/24/1	2 10/24/12	Today Show	CM	658a-9am	W	:30	1	\$900.001	0.00 NM	1	\$900.00
TODAY	CLIOW		Today Show									
TODAY	SHOW rt Date	End Date	Weekdays	Spots/Week	Pate	Rating						
Week: 10/2		10/28/12	<u>Weekdays</u> W	<u>3pois/week</u>	<u>Rate</u> \$900.00	0.00						
E 4 KSNV	10/24/1	2 10/24/12	M-F Today Show	II 3rd HCM	9-10a	<b>W</b>	:30	1	\$425.001	0.00 NM	1	\$425.00
TOD 41/	01101411		M-F Today Show	ı II								
TODAY	SHOW I	I End Date	Weekdays	Spots/Week	Poto	Rating						
Week: 10/2		10/28/12	W	<u>3pois/vveek</u>	<u>Rate</u> \$425.00	0.00						
E 5 KSNV	10/24/1	2 10/24/12	Rachael Ray	CM	11am-12pm	W	:30	1	\$325.001	0.00 NM	1	\$325.00
			Rachael Ray									
RACHE		End Data	\Mookdovo	Cnoto/Mode	Doto	Doting						
Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$325.00	Rating 0.00						
E 6 KSNV			Noon News	CM	12-1230pm	W	:30	1	\$425.001	0.00 NM	1	\$425.00
			Noon News									
NEWS 3			\\/a a ladas sa	Consta ///onle	Data	Datina						
Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E 7 KSNV			The Agenda 1230	Opm CM	1230-1p	W	:30	1	\$325.00 1	0.00 NM	1	\$325.00
			The Agenda 123	0pm								
NEWS 4			M/s shalsass	0	Data	Detien						
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$325.00	Rating 0.00						
E 8 KSNV			Dr. Phil	CM	3-4p	W	:30	1	\$450.001	0.00 NM	1	\$450.00
			Dr Phil		·							
DR. PHI		E. J.D.	M/s shalsass	0	Data	Dating						
Star Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
			NEWS 3 at 4 (1 I	<u>'</u>	4-5pm	W	:30	1	\$725.00 1	0.00 NM	1	\$725.00
			4PM NEWS (1 ho	,	(4:00 PM-4:30	0 PM)			,			*
		AT FOUR				5						
Star Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	Rate \$725.00	Rating 0.00						
E 10 KSNV			M-F Early News	CM	5-630p	W	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
			M-F Early News						, ,			, ,
EARLY					_							
Star Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	Rate \$1,200.00	Rating 0.00						
E 11 KSNV				CM	630-7pm	W	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
	. 0, 2 ., .	0//	M-F Jeopardy	• • • • • • • • • • • • • • • • • • • •	000 . p			•	Ψ.,σσσ.σσ.	0.00	·	ψ.,σσσ.σσ
JEOPAF					_							
Star Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	Rate \$1,300.00	Rating 0.00						
E 12 KSNV			M-F Wheel	CM	7-730pm	W	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
	. 51 = 71 1	5/27/12	M-F Wheel of Fo		Jopin	"	.00	•	- ·,000.00 i	J.00 141VI	'	ψ.,000.00
WHEEL												
	rt Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating						
Week: 10/2 E 13 KSNV		2 10/24/12	vv	CM	\$1,300.00 730-758pm	0.00 W	:30	1	\$900.00 1	0.00 NM	1	\$900.00
L IS NOINV	10/24/1	L 10/24/12		Civi	130-130pm	vv	.30	'	ψ300.00 Ι	U.UU INIVI	l '	ψ300.00

Print Date: 10/25/12 07:37:32 Page 3 of 3

**KSNV** 

Order / Rev: 108190

20007457

Advertiser: DCCC/ Horsford

Alt Order #: 06867157

867157 Product Desc:

Horsford/DCCC

Flight Dates: 10/24/12 - 10/24/12

Estimate: 220

2209

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len S	pots	Rate Pri	Rtg Type S	Spots	Amount
			FacetoFace/Raist	on Repc									
	FacetoFace/Ralston Report												
FACE TO	O FACE	W/ JON RA	LSTON								_		
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Ratir	<u>ıg</u>						
Week: 10/2	22/12	10/28/12	W	1	\$900.00	0.0	00				- 1		
E14 KSNV	10/24/1	2 10/24/12	Wed PR 8-9p	CM	8-9pm		W	:30	1	\$2,400.001	0.00 NM	1	\$2,400.00
			Wednesday Prim	e 8-9pm									
THE VO	ICE												
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ıg				- 1		
Week: 10/2	22/12	10/28/12	W	1	\$2,400.00	0.0	00						
E15 KSNV	10/24/1	2 10/24/12	M-F News 3 at Ele	even CM	11pm-1135	pm -	W	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
			M-F News 3 at El	even									
NEWS 3	NIGHT	SIDE											
Star	t Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Ratir	ıg						
Week: 10/2	22/12	10/28/12	W	1	\$1,200.00	0.0							
E16 KSNV	10/24/1	2 10/24/12	The Tonight Shov	v CM	1135p-1236	a -	W	:30	1	\$500.001	0.00 NM	1	\$500.00
			Tonight Show		·								
TONIGH	T SHOV	V W/ JAY LE	•										
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ıg				ı		
Week: 10/2	22/12	10/28/12	W	1	\$500.00	0.0	_						
											Totals	16	\$13,525.00
											Iolaio	.0	ψ.10,020.00